

## San Francisco Bay Area

# Parking Pricing Regional Analysis Project Workshop

**April 3, 2015, 8:30 a.m. – 12 noon**

**MetroCenter Auditorium**

**Register at: [info@mtc.ca.gov](mailto:info@mtc.ca.gov)**

MTC's Parking Project is designed to improve the land use / transportation system in the San Francisco Bay Area through testing, development and implementation of various priced parking policies.

**8:30 – 8:45 Check-in and coffee**

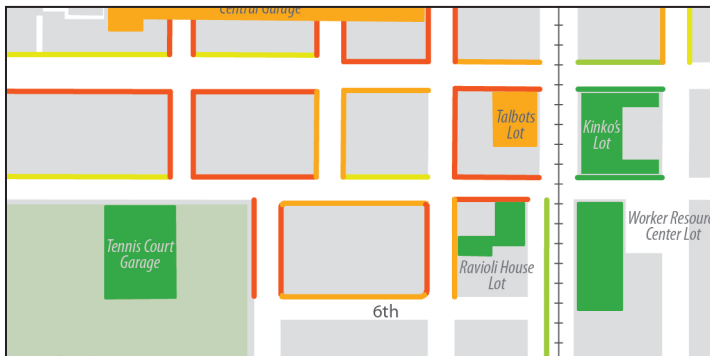
**8:45 – 9:00 Overview of the project**

**9:00 a.m. – 10:30 a.m.**

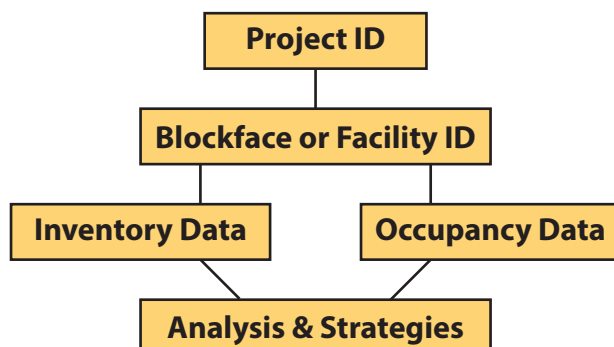
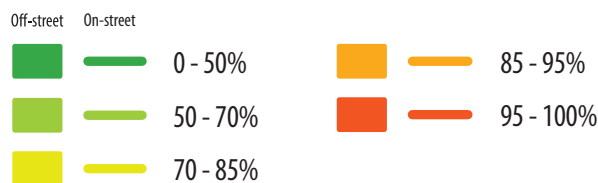
## Regional Parking Database

**Audience: local staff and parking consultants**

- Detailed explanation of the new database scheme, fields, and data
- How to interpret parking data analysis results, e.g. heat maps
- Standardized data collection methodology and repository



### Example Parking Occupancy "Heat" Map



**10:45 a.m. – Noon**

## Parking Policy Analysis

**Audience: planners interested in regional policies**

- Approach to key policy questions (see back)
- Results to date
- Next steps in analysis
- Potential recommendations regarding regional policies



### METHODOLOGY

- Background and Purpose
- Literature Review
- Case Studies / Best Practices
- Modeling (UrbanSim, TravelModel One)
- Expert Panel
- Summary and Recommendations

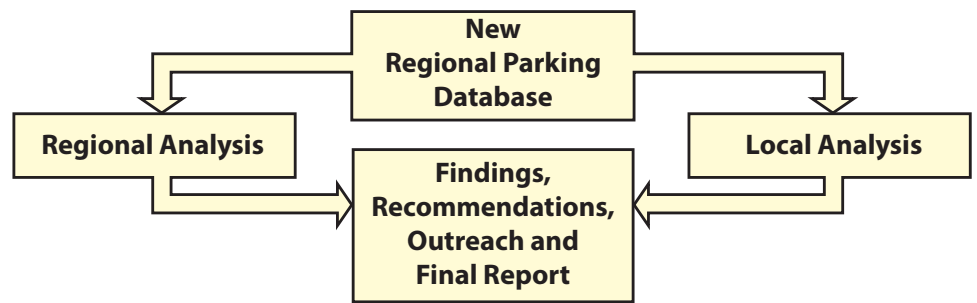
## DATABASE STUDY AREA SITES

1. Santa Rosa
2. Hayward
3. South San Francisco
4. Sausalito
5. Vallejo
6. Albany - SPA
7. Albany - Solano
8. Alameda
9. Sunnyvale
10. Pinole
11. Burlingame
12. Lafayette
13. Union City
14. Dublin
15. San Jose - N Downtown
16. San Jose - NE Downtown
17. El Cerrito del Norte
18. El Cerrito Plaza
19. Millbrae
20. Martinez
21. Gilroy
22. Emeryville
23. Fairfield
24. San Jose
25. San Jose Diridon Station

Additional data from recent parking studies will also be incorporated into the database.



## THE WORK PLAN



## KEY PARKING POLICY QUESTIONS

1. Where is local parking supply greater than demand, and where is local demand greater than supply, and at what prices?
2. What would be the impact of reduced parking requirements on new development in the region?
3. How much demand exists for housing with lower amounts of parking?
4. What would be the impact of unbundling parking from rents on residential demand?
5. Could some planned or proposed parking structures be downsized through pricing and provision of other modes without negative impacts?
6. What would be the impact on employment location and types of a regional parking cash-out program?
7. What are the most effective actions the regional agencies can take to support pricing parking policies?
8. Under what conditions might cities and transit agencies want priced parking policies?
9. Under what conditions do individuals perceive parking pricing policies to be appropriate?
10. How common are the conditions that would lead to a successful local parking pricing policies in the San Francisco Bay Area?
11. What approaches to parking pricing programs would be most important for a successful program?

For more information about the Parking Pricing Regional Analysis Project, visit: [mtc.ca.gov/planning/smart\\_growth/parking/](https://mtc.ca.gov/planning/smart_growth/parking/)

Contact Valerie Knepper, Program Manager, MTC, at: [vknepper@mtc.ca.gov](mailto:vknepper@mtc.ca.gov)

This work has been financed in part by a grant from the Federal Highway Administration's Value Pricing Pilot Program.